



BRENNAN'S, THE MAGIC OF FLYING HOME FOR CHRISTMAS

- Given the emotional toll of the past year due to Covid19 and with loved ones eager to return, we wanted to greet them as they landed on Irish soil with the tradition and sense of comfort of home that only a brand like Brennan's can offer.
- The "Welcome Home" campaign ran from December 13th to the New Year. It featured on formats such as Aerpods, Airport arrivals corridor, digital Skybridge and formats within the baggage reclaim area.
- The creative served to generate feelings of nostalgia and in turn, create awareness of Brennan's Bread from the moment travellers stepped off the plane to see the welcoming yellow glow in a full out-of-home takeover.
- We extended the warm welcome home to social where we also ran a competition to win a Christmas Welcome Home Box, by asking users to comment on which of their loved ones deserved it the most.
- This campaign was planned and bought by Posterplan.

Talon

